

## FINDING VOLUNTEERS & KEEPING THEM

People volunteer for many different reasons. Immediacy and relevancy to current interests will motivate a person to volunteer, but only constant recruiting will ensure a steady supply of people willing to work for your cause.

Volunteers are everywhere. Friends, colleagues, family, business pals, social acquaintances, special interest groups and people with similar philosophical outlooks are all potential volunteers.

To persuade people to devote their time and energy to your organization, you must make each and every person feel they are performing a valuable service. Volunteers will only stay and work if you reinforce their commitment.

## PSYCHOLOGY OF ASKING & GIVING

People ask others to give their time, donate their services or contribute funds for many different reasons. A belief in fitness and health, a perceived need for a fitness program, peer group pressure, and emotional appeals can motivate people to ask for and to give financial support.

Asking is easy if you instill a self-confident attitude in your volunteers. Most people are afraid of rejection and your volunteers are no exception. Setting reasonable goals and devising a plan which will help your volunteers to recruit supporters and solicit funds will reinforce their commitment to your program.

Make it easy for people to respond to your request. A personal appeal with a clear, concise message telling your donor what you want him or her to do and what the benefits are, will motivate people to give.

## PROMOTING FITNESS & REVITALIZING YOUR PUBLIC RELATIONS

If your message is clear and targeted to the right audience, you will persuade people to participate in your fitness or fund-raising program.



To revitalize your public relations, your message must be:

- interesting
- simple
- consistent
- persuasive
- truthful

Interpersonal appeals to a properly targeted audience will create a response if the appeal is repeated often enough to create an impact.

Face-to-face contact is the most effective method of communicating your message. Always follow-up your initial contact and always provide a referral system that people can use to obtain more information on your program.

Sports and  
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### RESOURCES FOR FITNESS & FUND-RAISING

- "Enjoying Research: A How-to Manual on Needs Assessment". Ministry of Tourism & Recreation. Toronto: Queen's Park. 1982
- "Getting Your Public Relations in Shape". Ministry of Tourism & Recreation. Toronto: Queen's Park. 1982
- "Marketing for Non-Profit Organizations". Philip Cotler. Englewood Cliffs: Prentice Hall. 1982
- "Sources: Government of Canada Support to Voluntary Organizations". Secretary of State. Ottawa: Ministry of Supply & Services. 1982

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Ontario

Ministry of  
Tourism and  
Recreation

Hon. Reuben C. Baetz  
Minister



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## INTRODUCTION

Lack of funding or under funding of fitness programs is a constant problem for fitness leaders. Fund-raising for fitness can be a fun activity.

Designed for fitness leaders, consultants and individuals, this brochure will give you some tips to get your program on track.

## THE FIVE W'S

To launch your fitness or fund-raising program, research your potential market. By answering the 5 W's, you can save time, aggravation and expense when developing your program.

For more research and planning tips, "Enjoying Research" is available through the Ontario Government Bookstore.

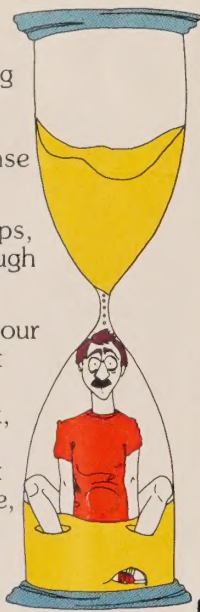
**Who:** Who will benefit by using your service? Define your client group(s). What are their characteristics by age, sex, occupation, income and location? Will they support your organization with time, energy and cash?

**Why:** Why do you think people will use your service? Is your organization necessary? Do other groups provide a similar service? Why do you think people will support your organization?

**What:** What are the goals and objectives of your organization? Are your goals attainable? What are the needs of your clients? What are the benefits of your program to your supporters?

**Where:** Where are your clients located? Is your service accessible to them? Where do you expect to recruit supporters, volunteers, and donors?

**When:** When do you think your clients will use your service? Will your organization be able to meet their demands? When and how long are your volunteers available?



## LEADERS FOR FITNESS & FUND-RAISING

Recruiting a leader to your cause for fitness and/or fund-raising is an important step in realizing your organization's goals.

Your leader must be goal-directed and have the tenacity, time and dedication to work long hours with little or no remuneration, immediate recognition or reward. An ability to work with people and to sell your ideas is important.

Of course, a leader doesn't do the job alone. He or she must be able to establish networks of key people who can mobilize supporters and recruit participants.

Key people will co-ordinate their efforts with your organization by helping you identify existing resources and providing their expertise and counsel in your fund-raising drive. Companies can donate valuable services and products to your organization. Key people can tell you the best approach to use in obtaining your funding goals.

## ORGANIZATION FOR FUN & PROFIT

Converting an idea into action is fun but requires planning. When you have researched your market with the Five W's and identified a leader, you can start building your program by following these preliminary steps.

**Step 1:** Discuss your idea with friends and colleagues and obtain their input. Are they interested and supportive?

**Step 2:** If your colleagues are interested, discuss your ideas with fitness and business leaders in your community.

**Step 3:** Call a public meeting. Invite key fitness and business leaders to attend. Involve people by asking for volunteers to participate in a formal or informal organization.

**Step 4:** If you have public support, but few available resources, organize an informal task force of 2 to 3 volunteers to:

- analyse the problem and identify possible solutions
- provide a temporary organization to reduce chaos
- recruit more people for specific tasks over a specified period of time

OR

If you have public support and many available resources, recruit 5 to 7 volunteers to participate on a Board of Directors. In a formal organization, recruit people who can devote their time, energy and skills to your project. Hire a Program Director with business acumen or community expertise and start planning your campaign.

**The Campaign:** A fund-raising campaign must be focused and directed to the needs of your target audience. A selective, timed, and measured appeal will generate the enthusiastic support you need to achieve your funding objectives.

Select your message carefully and choose a communications method that will reach your targeted audience.

Elements of a well planned campaign are choosing a persuasive message that is transmitted to a targeted audience by selecting key people to network through their contacts for a sufficient number of times to **get the results you want.**

Special events, direct mail and mass appeals, membership drives and proposal submissions to foundations, corporations and government are some fund-raising methods you can use.

**The Event:** Special events are popular fund-raising activities. To develop a public awareness of your programs, choosing the right kind of event is important in attracting the attention you want.

Create a desire for people to attend your event by developing an interesting and dramatic program. For a well-organized and successful event, develop a program within your resource capability and within your budget.

You can effectively promote your organization by choosing an activity that can be clearly identified with an aspect of your program. Fitness fairs, bonspiels, bazaars, ski parties, and award dinners are some events you can organize.

